

**PATENT**  
**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of: Spencer A. Rathus, et al.

Serial No.: TO BE ASSIGNED

Group Art Unit: TBA

Filed: January 25, 2001

Examiner: TBA

For: METHOD AND APPARATUS FOR  
ACCESSING ELECTRONIC DATA  
VIA A FAMILIAR PRINTED MEDIUM

Atty. Doc. No.: 660-022

Honorable Commissioner of Patents and Trademarks  
Washington, D.C. 20231

**SUPPLEMENTAL PRELIMINARY AMENDMENT**

Prior to substantive review of the subject application,  
please amend as follows:

**IN THE CLAIMS**

Please cancel claims 1-167. Please add the following new  
claims:

168. A system for displaying programming to a user, the system  
comprising:

a printed official document having at least one machine  
recognizable feature;

a feature recognition unit having associated therewith  
a means for recognizing said feature and a means  
for transmitting a coded signal in response to the

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recognition of said feature;  
an intelligent controller having associated therewith a  
means for accessing said programming material in  
response to receiving said coded signal; and  
a display unit for presenting said programming  
material.

169. A system as defined in claim 168 wherein said printed  
official document comprises a license.

170. A system as defined in claim 168 wherein said printed  
official document comprises a registration.

171. A system as defined in claim 168 wherein said printed  
official document comprises a passport.

172. A system as defined in claim 168 wherein said printed  
official document comprises a visa.

173. A system as defined in claim 168 wherein said printed  
official document comprises a Green Card.

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174. A system as defined in claim 168 wherein said printed official document comprises a license plate.

175. A system as defined in claim 168 wherein said printed official document comprises a tag.

176. A system as defined in claim 175 wherein said tag comprises an inspection tag.

177. A system as defined in claim 168 wherein said printed official document comprises a decal.

178. A system as defined in claim 177 wherein said decal comprises a parking permit.

179. A system as defined in claim 168 wherein said printed official document comprises a social security card.

180. A system as defined in claim 168 wherein said printed official document comprises a health insurance card.

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181. A system as defined in claim 180 wherein said health insurance card comprises a Medicaid card.

182. A system as defined in claim 168 wherein said printed official document comprises a document produced by a government agency.

183. A system as defined in claim 168 wherein said printed official document comprises an identification card issued by a government agency.

184. A system as defined in claim 168 wherein said printed official document comprises a deed.

185. A system as defined in claim 168 wherein said printed official document comprises an invoice.

186. A system as defined in claim 168 wherein said printed official document comprises a receipt.

187. A system as defined in claim 168 wherein said printed

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official document comprises a bill of sale.

188. A system as defined in claim 168 wherein said printed  
official document comprises a report of a government agency.

189. A system as defined in claim 168 wherein said printed  
official document comprises a library card.

190. A system as defined in claim 168 wherein said printed  
official document comprises a newsletter.

191. A system as defined in claim 168 wherein said printed  
official document comprises an application form.

192. A system as defined in claim 168 wherein said printed  
official document comprises a lottery ticket.

193. A system as defined in claim 168 wherein said printed  
official document comprises a tax schedule.

194. A system as defined in claim 168 wherein said printed

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official document comprises a tax withholding form.

195. A system as defined in claim 168 wherein said printed  
official document comprises a tax payment form.

196. A system as defined in claim 168 wherein said printed  
official document comprises a tax return form.

197. A system as defined in claim 168 wherein said at least one  
machine recognizable feature has associated therewith a data  
link which is recognized by said feature recognition unit.

198. A system as defined in claim 197 wherein said data link  
comprises an image data link.

199. A system as defined in claim 197 wherein said data link  
comprises a video data link.

200. A system as defined in claim 197 wherein said data link  
comprises a programming data link.

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201. A system as defined in claim 197 wherein said data link comprises a sound data link.

202. A system as defined in claim 197 wherein said data link comprises an online data link.

203. A system as defined in claim 197 wherein said data link comprises an online shopping data link.

204. A system as defined in claim 197 wherein said data link comprises a pictorial data link.

205. A system as defined in claim 197 wherein said data link comprises an electronic data link.

206. A system as defined in claim 197 wherein said data link comprises an electronic media link.

207. A system as defined in claim 197 wherein said data link comprises an "information superhighway" data link.

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208. A system as defined in claim 207 wherein said "information superhighway" data link comprises the internet.

209. A system as defined in claim 207 wherein said "information superhighway" data link comprises the world wide web.

210. A system as defined in claim 207 wherein said "information superhighway" data link comprises a computer network.

211. A system as defined in claim 207 wherein said "information superhighway" data link comprises an ISDN network.

212. A system as defined in claim 207 wherein said "information superhighway" data link comprises a telephone line.

213. A system as defined in claim 207 wherein said "information superhighway" data link comprises a CATV line.

214. A system as defined in claim 207 wherein said "information superhighway" data link comprises a local area network.

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215. A system as defined in claim 207 wherein said "information superhighway" data link comprises a wide area network.

216. A system as defined in claim 207 wherein said "information superhighway" data link comprises a data communications network.

217. A system as defined in claim 207 wherein said "information superhighway" data link comprises an Internet Product Service Directory.

218. A system as defined in claim 207 wherein said "information superhighway" data link comprises a globally based digital communications network.

219. A system as defined in claim 207 wherein said "information superhighway" data link comprises a wireless network link.

220. A system as defined in claim 207 wherein said "information superhighway" data link comprises a Wireless Application Protocol internet.

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221. A system as defined in claim 207 wherein said "information superhighway" data link comprises an ethernet network.

222. A system as defined in claim 207 wherein said "information superhighway" data link comprises a RF cellular network.

223. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a bar code.

224. A system as defined in claim 223 wherein said bar code comprises a Universal Product Code.

225. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an invisible bar code.

226. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a magnetic code.

227. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a printed character.

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228. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a symbol.

229. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a pictorial icon.

230. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an invisible indicia.

231. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a two-dimensional figure.

232. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an icon.

233. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an invisible icon.

234. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a watermark.

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235. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an invisible watermark.

236. A system as defined in claim 235 wherein said invisible watermark comprises a digital watermark.

237. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a series of alphanumeric characters.

238. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a binary code.

239. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a digital watermark.

240. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a magnetic strip.

241. A system as defined in claim 168 wherein said at least one

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machine recognizable feature comprises a code.

242. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an online shopping product code.

243. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a home shopping product code.

244. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an online shopping service code.

245. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a home shopping service code.

246. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an analog pattern.

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247. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a hieroglyphic character.

248. A system as defined in claim 168 wherein said programming material comprises information.

249. A system as defined in claim 248 wherein said information comprises information about an individual identified by said printed official document.

250. A system as defined in claim 248 wherein said information comprises a "background check" of an individual identified by said printed official document.

251. A system as defined in claim 248 wherein said information comprises information about an organization identified by said printed official document.

252. A system as defined in claim 248 wherein said information comprises a "background check" of an organization identified

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by said printed official document.

253. A system as defined in claim 248 wherein said information comprises information about an individual issuing said printed official document.

254. A system as defined in claim 248 wherein said information comprises information about an organization issuing said printed official document.

255. A system as defined in claim 248 wherein said information comprises information about a product associated with said printed official document.

256. A system as defined in claim 248 wherein said information comprises information about a service associated with said printed official document.

257. A system as defined in claim 168 wherein said programming material comprises a service.

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258. A system as defined in claim 257 wherein said service includes displaying promotional programming on said display unit of said user.

259. A system as defined in claim 257 wherein said service includes conducting an interaction with said user via a telephone.

260. A system as defined in claim 257 wherein said service includes conducting an interaction between a plurality of users via an online communication chat link.

261. A system as defined in claim 257 wherein said service comprises engaging in an application process.

262. A system as defined in claim 257 wherein said service comprises engaging in an examination process.

263. A system as defined in claim 257 wherein said service comprises renewing said printed official document.

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264. A system as defined in claim 257 wherein said service comprises a virtual visit to an organization issuing said printed official document.

265. A system as defined in claim 168 wherein said display unit comprises a personal computer.

266. A system as defined in claim 265 wherein said personal computer comprises a laptop computer.

267. A system as defined in claim 168 wherein said display unit comprises a television.

268. A system as defined in claim 168 wherein said display unit comprises a device containing a microprocessor.

269. A system as defined in claim 268 wherein said device containing a microprocessor is hand-held.

270. A system as defined in claim 268 wherein said device containing a microprocessor is portable.

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271. A system as defined in claim 168 wherein said display unit comprises a personal digital planner.

272. A system as defined in claim 168 wherein said display unit comprises an internet appliance.

273. A system as defined in claim 168 wherein said display unit comprises a cellular telephone.

274. A system as defined in claim 168 wherein said display unit comprises a wireless communication device.

275. A system as defined in claim 168 wherein said display unit comprises a simulated book.

276. A system as defined in claim 168 wherein said display unit comprises an intelligent terminal.

277. A system as defined in claim 168 wherein said display unit comprises a web-based television.

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278. A system as defined in claim 168 wherein said display unit comprises a pager.

279. A system as defined in claim 168 wherein said display unit comprises an Internet-enabled telephone.

280. A system as defined in claim 168 wherein said recognition unit is selected from a group consisting of a hand-held unit, a scanner, a bar code scanner, an optical code reader, an optical reader, a personal camera, a personal computer reader, a digital camera, a digital mouse and an optical mouse.

281. A system as defined in claim 280 wherein said recognition unit is linked to a personal computer.

282. A system as defined in claim 280 wherein said recognition unit is linked to a wireless interface.

283. A system as defined in claim 282 wherein said wireless interface comprises a wireless network.

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284. A system as defined in claim 283 wherein said wireless network comprises a cellular network.

285. A system as defined in claim 282 wherein said wireless interface comprises a cellular telephone.

286. A system as defined in claim 282 wherein said wireless interface comprises a pager.

287. A system as defined in claim 282 wherein said wireless interface comprises a wireless personal computer.

288. A system as defined in claim 282 wherein said wireless interface comprises a personal digital assistant.

289. A system as defined in claim 280 wherein said recognition unit is linked to a personal digital assistant.

290. A system as defined in claim 280 wherein said recognition unit is linked to an Internet appliance.

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291. A system as defined in claim 280 wherein said recognition unit is linked to a television set.

292. A system as defined in claim 280 wherein said recognition unit comprises a portion of a cellular telephone.

293. A system as defined in claim 280 wherein said recognition unit comprises a portion of a personal digital assistant.

294. A system as defined in claim 280 wherein said recognition unit comprises a portion of a remote control unit.

295. A system as defined in claim 280 wherein said recognition unit comprises a portion of a handwriting implement.

296. A method of providing a user access to programming material, comprising the steps of:

imprinting a machine recognizable feature within a printed official document;

scanning said machine recognizable feature of said printed official document; and

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transmitting data associated with said machine  
recognizable feature via a communication link to access said  
programming material, wherein said programming material is  
related to said printed official document.

297. The method of claim 296 wherein said communication link  
includes the Internet.

298. The method of claim 296 wherein said machine recognizable  
feature is selected from a group consisting of bar code,  
universal product code, invisible bar code, magnetic code,  
printed character, symbol, icon, invisible indicia, two-  
dimensional figure, icon, invisible icon, watermark,  
invisible watermark, digital watermark, series of  
alphanumeric characters, binary code, digital watermark,  
magnetic strip, code, analog pattern, and hieroglyphic  
character.

299. A method of providing a user access to supplemental  
programming material associated with a printed official  
document, comprising the steps of:

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imprinting a machine recognizable feature within said printed official document wherein said machine recognizable feature has associated therewith a command sequence for accessing programming material;

scanning said machine recognizable feature within said printed official document and downloading data indicative of said machine recognizable feature via the Internet to a remote server;

accessing programming material from said remote server;  
and

transmitting said programming material to said user allowing said user to perceive said programming material in a humanly perceptible form, wherein said programming material is related to said printed official document.

300. The method of claim 299 wherein said programming material comprises multimedia.

301. The method of claim 299 wherein said machine recognizable feature is selected from a group consisting of a bar code, a universal product code, invisible bar code, magnetic code,

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printed character, symbol, icon, invisible indicia, two-dimensional figure, icon, invisible icon, watermark, invisible watermark, digital watermark, series of alphanumeric characters, binary code, digital watermark, magnetic strip, code, analog pattern, and hieroglyphic character.

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REMARKS

Applicant respectfully submits that claims 168-301 represent a patentable contribution to the art and the application is believed to be in good condition for allowance. Early and favorable action is respectfully requested.

Date: January 25, 2001

Respectfully submitted,

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**TRANSMITTAL**

S I R:

Submitted herewith is:

1. Utility Patent Application and Transmittal Sheet  
Atty. Doc. No.: 660-015;
2. Utility Patent Application and Transmittal Sheet  
Atty. Doc. No.: 660-016;
3. Utility Patent Application and Transmittal Sheet  
Atty. Doc. No.: 660-017;
4. Utility Patent Application and Transmittal Sheet  
Atty. Doc. No.: 660-018;
5. Utility Patent Application and Transmittal Sheet  
Atty. Doc. No.: 660-019;
6. Utility Patent Application and Transmittal Sheet  
Atty. Doc. No.: 660-020;
7. Utility Patent Application and Transmittal Sheet  
Atty. Doc. No.: 660-021;
8. Utility Patent Application and Transmittal Sheet  
Atty. Doc. No.: 660-022;
9. Utility Patent Application and Transmittal Sheet  
Atty. Doc. No.: 660-023;
10. Utility Patent Application and Transmittal Sheet  
Atty. Doc. No.: 660-025;

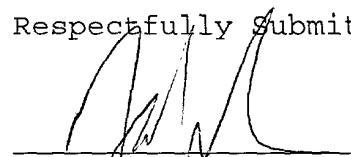
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11. Utility Patent Application and Transmittal Sheet  
Atty. Doc. No.: 660-026;
12. Utility Patent Application and Transmittal Sheet  
Atty. Doc. No.: 660-027;
13. Utility Patent Application and Transmittal Sheet  
Atty. Doc. No.: 660-028;
14. Utility Patent Application and Transmittal Sheet  
Atty. Doc. No.: 660-029; and
15. Utility Patent Application and Transmittal Sheet  
Atty. Doc. No.: 660-031.

Date:

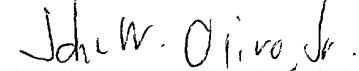
1/25/01

Respectfully Submitted,

  
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EXPRESS MAIL CERTIFICATION

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I hereby certify that this paper or fee is being deposited with the United States Postal Service  
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John W. Olivo, Jr. 1/25/01  
(Name) (Signature) (Date)